

J. C. PENNEY COMPANY — A NATION-WIDE INSTITUTION

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Present Stocks Discounted Thousands of Dollars

The J. C. Penney Company's 312 stores in 27 States, doing a business annually of approximately FIFTY MILLION DOLLARS are meeting New Price Conditions. Every Price based on Replacement Value, Regardless of Previous Cost.

NO STONE has been left unturned to bring our prices down to rock bottom. In many instances we are selling far below present replacement cost, based on what the average one-store merchant pays for his merchandise. Not solely because we have short lines to close out, but because we have our buying power of 312 stores enables us to replace many lines at prices far below what our competitors have to pay for their merchandise. This saving we pass on to our patrons. Hence the prices we quote are doubly attractive and will remain so.

We solicit your patronage because we can serve you well and give you the most for your money. We do not believe in special sales, nor do we desire to indulge in sensational advertising. It is our intention to impress upon you the heroic measures we are taking to establish new prices based upon our replacement cost and prove to you that we are equal to every emergency, ready, anxious and determined to keep faith with our patrons and give them the benefit of our buying power and organized effort. We stake our reputation on our written word and assure you that you can shop here with absolute confidence that you are paying the right price.

Remember every article in our stock bears its proper reduction in price. We lose thousands of dollars by which our patrons gain. In twenty years of merchandising this is the first general loss we have ever sustained, but we are taking our loss gracefully and are determined now to put our house in order.

During these abnormal times many unscrupulous merchants, in order to get from under their load, resort to misleading statements and deceptive methods which prostitute advertising and result in a loss of confidence among the buying public. They become suspicious and know not to whom to look for fair treatment and the right price. We want you to know and feel that you can with impunity pin your faith to the J. C. PENNEY COMPANY and be sure that your confidence will never be abused.

We invite you to our store that you may share in the tremendous savings offered, knowing that you will not be disappointed.

We invite close and accurate comparison of our merchandise and prices because comparison is the true test of value.

SHEET BLANKETS
Grey Cotton 64x76
Reconstruction Price
Each

\$2.49

SHEET BLANKETS
Heavy Cotton
72x84 in
Reconstruction Price
Each

\$2.98

**NASHUA WOOLNAP
BLANKETS**
66x80
Reconstruction Price
Each

\$3.98

**NASHUA WOOLNAP
BLANKETS**
72x84 in
Reconstruction Price
Each

\$5.90

**WOOL BLANKETS
WOOLWICH**
68x80 in
Reconstruction Price
Each

\$6.90

**WOOL BLANKETS
BUNGALO**
Reconstruction Price
Each

\$7.90

COMFORTERS
Double Bed size
Reconstruction Price
Each

\$2.98

COMFORTS
White Cotton filled, Sateen
and of good quality
Reconstruction Price
Each

\$5.90

CANVASS GLOVES
Leather Faced
Reconstruction Price
Per Pair

23c

AUTOMATIC SOX
No Seam across the Toe
Reconstruction Price
Per Pair

19c

WOOL SOX
Grey, Tan, Black, Med. Weight
Reconstruction Price
Per Pair

29c

WOOL SOX
Grey, White Heel and Toe
Heavy Weight
Reconstruction Price
Per Pair

39c

PAJAMAS
Men's Heavy Outing Flannel
Reconstruction Price
Each

\$1.49

KHAKI PANTS
Pull out, Cuff Bottom
Reconstruction Price
Each

\$1.39

DRESS SHIRTS
Neck Band French Cuff
Reconstruction Price
Each

98c

ARMY BLANKETS
A large size double blanket
Reconstruction Price
Per Pair

\$6.90

ARROW COLLARS
Reconstruction Price
Each

19c

MENS' CAPS
Leather Fur pull downs
Reconstruction Price
Each

\$1.69

OVERSHOES
Men's Four Buckle, Rolled Edge
Reconstruction Price
Per Pair

\$2.98

RUBBERS
Men's Heavy Rolled Edge
First Quality
Reconstruction Price
Per Pair

98c

WORK GLOVES
Wrist or Gamutlet, all leather
Reconstruction Price
Per Pair

69c

CASHMERE SOX
Black or Natural Color
Reconstruction Price
Per Pair

29c

HANES UNDERWEAR
Men's Heavy Rib
Reconstruction Price
Per Garment

89c

ROCKFORD SOX
Seamless, Tan and Black
Reconstruction Price
Per Pair

12c

WOVE UNDERWEAR
Heavy Ribbed
Reconstruction Price
Per Garment

98c

**HI-ROCK FLEECE LINED
UNDERWEAR**
Reconstruction Price
Per Garment

98c

COLLINS WOOL
Genuine Australian Plush Back
Reconstruction Price
Per Garment

\$2.49

HANES UNIONSUITS
Heavy Ribbed
Reconstruction Price
Per Suit

\$1.49

WORK SHIRTS
Blue Chambray, full cut
Reconstruction Price
Each

69c

WORK SHIRTS
Black Sateen
Reconstruction Price
Per Pair

89c

FLANNEL SHIRTS
Grey or Khaki
Reconstruction Price
Each

\$1.39

CANVAS GLOVES
Heavy quality, Blue Wrist
Reconstruction Price
Per Pair

12c

FLANNEL SHIRTS
All Wool, full cut
Reconstruction Price
Each

\$2.98

OVERALLS
Boys' Bib, All sizes
Reconstruction Price
Each

98c

LEATHER VESTS
Leather lined, Contour or Mole
skin Shell Leather Sleeve
Reconstruction Price
Each

\$7.90

SHEEPLINED COATS
Canvas or Mole-skin Shell
Reconstruction Price
Each

\$8.90

BLANKET LINED COAT
Canvas Shell
Reconstruction Price
Each

\$2.49

NIGHT SHIRTS
Outing Flannel
Reconstruction Price
Each

98c

CAMPER BLANKETS
Reconstruction Price
Each

\$1.98

Mens 3 Piece Corduroy
Seal Brown and Olive
Drab

\$17.90

J.C. Penney Co.
A Nation-wide Institution
297 STORES

Store Open Pay-
Day until

9:00 P. M.

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